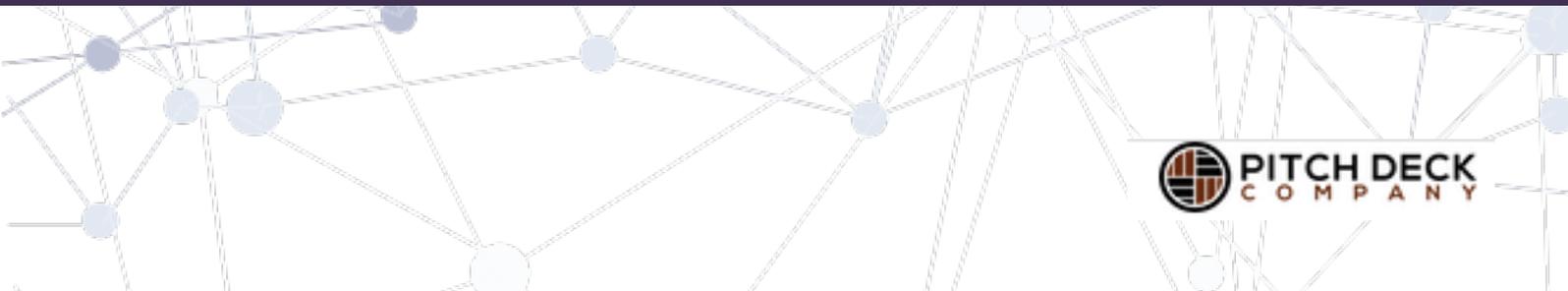


10 Slides You Need to Make a Killer Pitch Deck



Contents

The Basics & Kawasaki's 10/20/30.....	3
What's in the Deck?.....	5
Common Presentation Mistakes.....	6
Slide 1, 2 & 3.....	7
Slide 4, 5 & 6.....	8
Slide 7.....	9
Slide 8 & 9.....	10
Slide 10.....	11
The Post Presentation Also Matters.....	13

The Basics

It is true that not everyone would know how to come-up with a compelling presentation, one that would push your audience to take notice and remember the important parts of what you are saying.

Arguably, making a pitch to any audience, large or smaller, could be very nerve-wracking. To avoid embarrassing yourself, and more importantly, to deliver a killer presentation, then it is important to know some basic rules.

Guy Kawasaki, American author, and marketing specialist, one of those credited for the successful marketing of the Macintosh computers in the 1980s, has some ground rules when making a pitch. It is wise to heed his words about making a pitch. After all, Kawasaki is currently the chief evangelist of **Canva**, a modern graphic design tool available online.

Before his current position, he was chief evangelist of Apple and advisor to Google through its Motorola business. Kawasaki has authored several books. He graduated from Stanford for his Bachelor of Arts and holds an MBA from UCLA and honorary doctorate from Babson College.

Here are the basics:

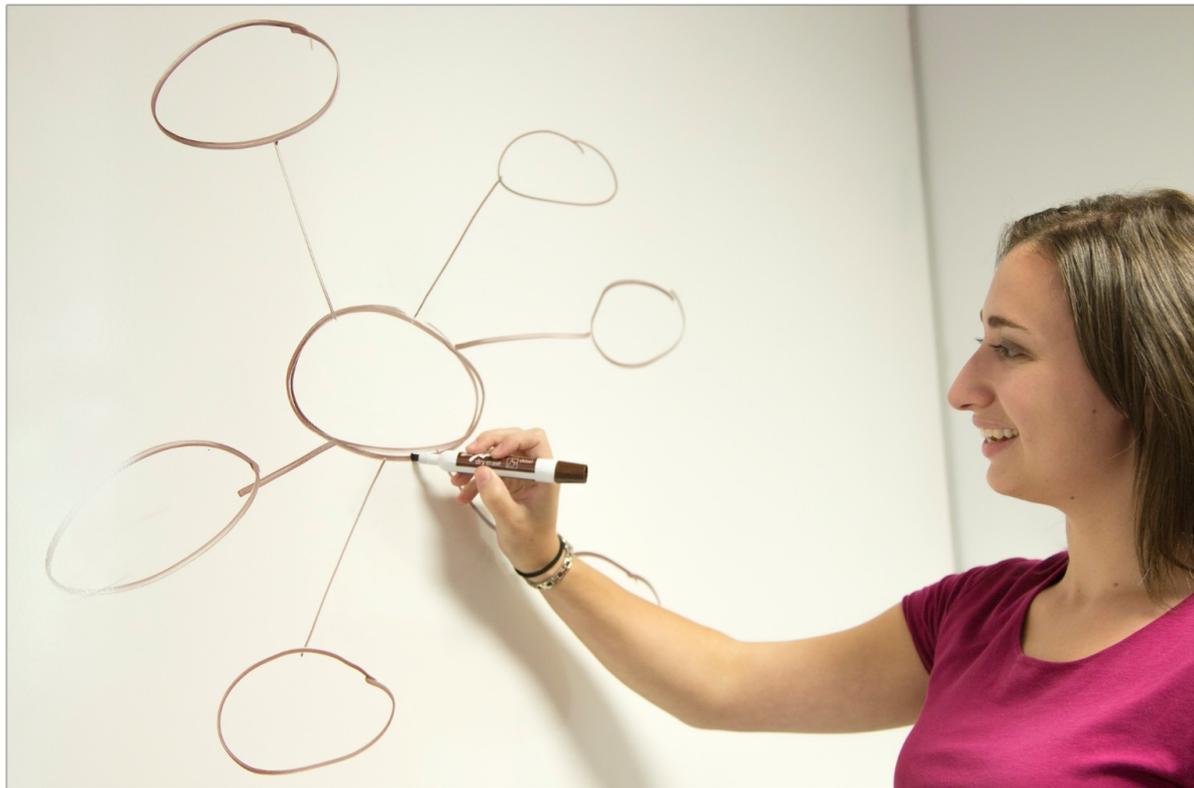
Kawasaki's 10/20/30

According to Kawasaki, a pitch should have 10 slides, should be delivered not more than 20 minutes, and with fonts not smaller than 20 points.

He says that these basic rules are applicable for any presentation such as raising or asking for funds, selling, asking for a partnership, among others. Again, regardless of the purpose of the pitch, one must stick to the 10/20/30/ rule.

Here are the reasons for the 10/20/30 rule

Ten - Ten slides for each presentation is best in any pitch given that individuals are unable to understand more than 10 concepts in a single meeting. Keep in mind that you do not want to overwhelm your audience, but rather you want them to sit-up and remember your key points to keep them interested. Giving them too much information all at once may cause them to lose focus, something that you would want to avoid at all costs.



Remember: a good presentation is short but able to tell a story on its own, and able to arouse interest among audience members.

Twenty - Make sure that your presentation only lasts for **20 minutes**, anything more than that will lessen the effectiveness of one's presentation. According to Kawasaki, this is because some time will be spent in setting-up your laptop and the projector. Plus, even if the presentation is ready, surely, there will be people who will come in late as well as leave early.

The perfect set-up is to have at least 20 minutes for the presentation and 40 minutes for discussion where the presenter can take and answer questions.

Thirty - Thirty-point font, nothing less than that would be worrying. Many people make the mistake of using lesser points, even cramming texts in a single slide. Obviously, you want your visuals to be visually pleasing, and unfortunately, small fonts and compressed text are not. **Big fonts** are required to force the presenter only to place key points in the slides. Otherwise, the audience will just be reading the slides rather than listen to the speaker.

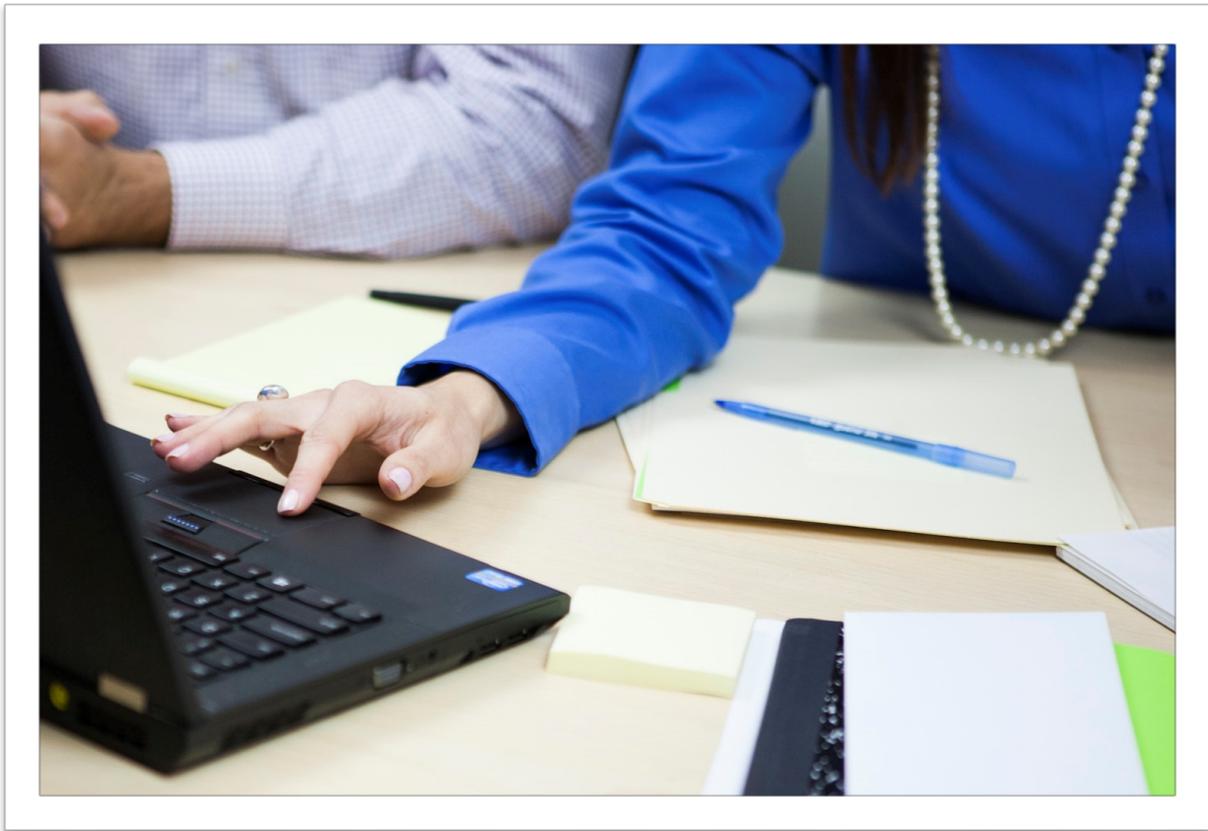
Keep in mind that a killer presentation should be one that would keep audience members hanging on each word said by the speaker.

What's in the Deck?

There are things to remember in preparing for the presentation. For one, keep in mind that the Deck is not intended to answer all questions one may have about the presentation. This is why you need to allot time for some discussion after the presentation. The presentation is your gateway to getting your audience to know about your vision and push them to find out more about your plans.

The Deck must be a powerful narrative that would want investors or audience to find out the missing pieces of your story. Hence, you must give them sufficient information to keep them interested without giving away too much to the point of overwhelming your audience. Just like any good narrative, the presentation must have focus and clarity at the same time.

Also, keep in mind that the deck should be able to provide information without the presentation. This means that the deck tells the story even if no story teller is presenting.



Common Presentation Mistakes

Many people over prepare for their presentation to the point that they forget some other essential rules when it comes to presenting. In preparing for your presentation, make sure to avoid some common mistakes that many people commit.

First and foremost, do not provide too much information. If you follow the 10/20/30 rule above, then surely you would avoid this error. Keep in mind that your slides should not be too wordy.

Along this line, one should also note that having too many technical details such as product, financial or equations would not bode well with your audience.

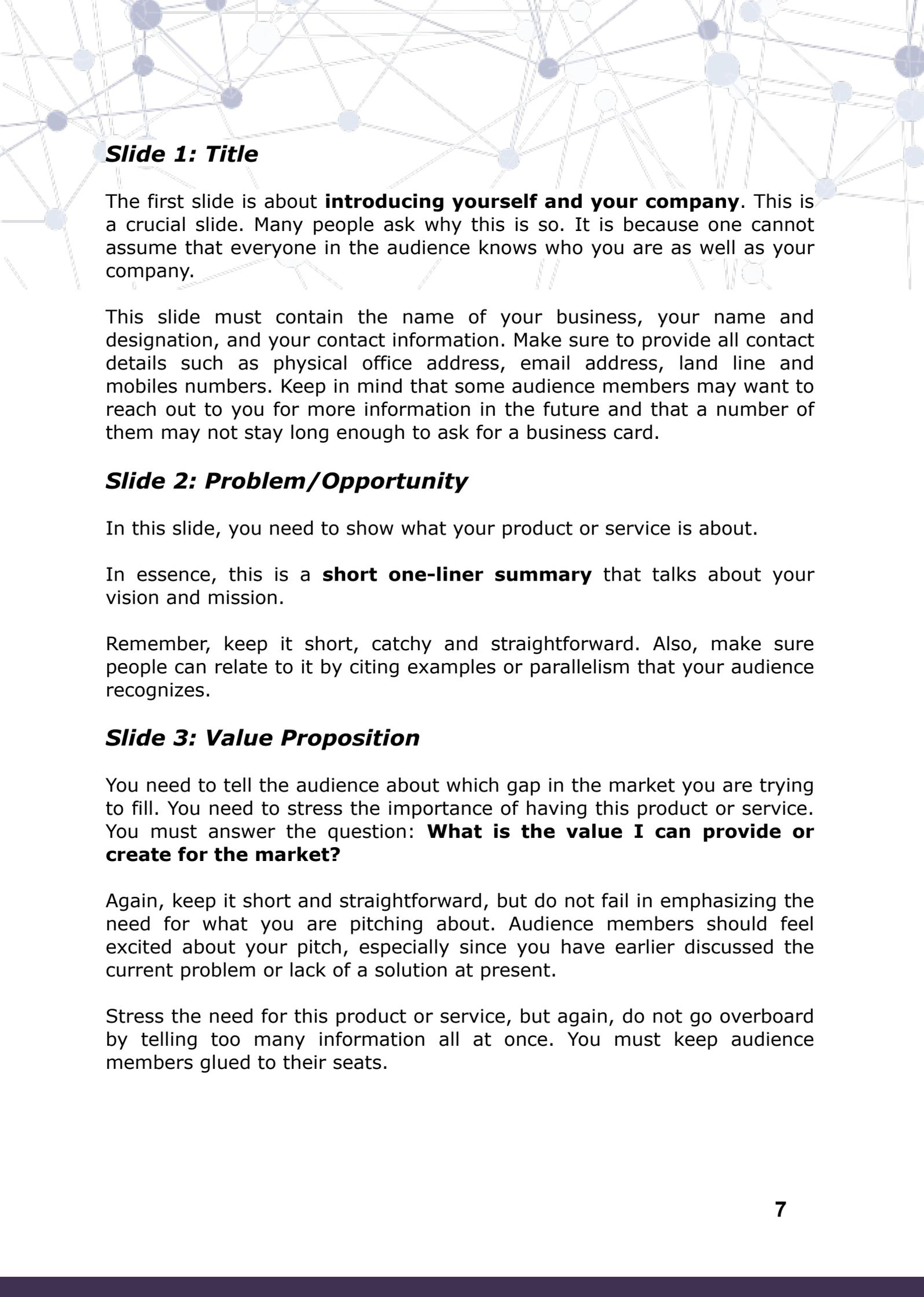
When making a pitch, tone too is important. As such, you need to minimize belittling others especially your competitors. You want your concept to stand out. That is understandable. But standing out does not give anyone the license to use harsh words about competitors. Otherwise, your potential investors or partners might just tune you out.

Faulty or misleading assumptions are no-nos during an investor pitch. Make sure that all the claims and assumptions that you put in your presentation are backed-up by verifiable data.

Aside from the tone of the presentation, one must also check their **attitude** when presenting. It is important to be confident but avoiding coming off as arrogant.

According to Kawasaki, here are the **10 slides for a killer presentation**:

- 1. Title***
- 2. Problem/Opportunity***
- 3. Value Proposition***
- 4. Underlying Magic***
- 5. Business Model***
- 6. Go-To-Market Plan***
- 7. Competitive Analysis***
- 8. Management Team***
- 9. Financial Projections and Key Metrics***
- 10. Current Status, Accomplishments To Date, Timeline and Use of Funds***

A background network diagram consisting of interconnected nodes and lines, with some nodes highlighted in blue and others in white.

Slide 1: Title

The first slide is about **introducing yourself and your company**. This is a crucial slide. Many people ask why this is so. It is because one cannot assume that everyone in the audience knows who you are as well as your company.

This slide must contain the name of your business, your name and designation, and your contact information. Make sure to provide all contact details such as physical office address, email address, land line and mobiles numbers. Keep in mind that some audience members may want to reach out to you for more information in the future and that a number of them may not stay long enough to ask for a business card.

Slide 2: Problem/Opportunity

In this slide, you need to show what your product or service is about.

In essence, this is a **short one-liner summary** that talks about your vision and mission.

Remember, keep it short, catchy and straightforward. Also, make sure people can relate to it by citing examples or parallelism that your audience recognizes.

Slide 3: Value Proposition

You need to tell the audience about which gap in the market you are trying to fill. You need to stress the importance of having this product or service. You must answer the question: **What is the value I can provide or create for the market?**

Again, keep it short and straightforward, but do not fail in emphasizing the need for what you are pitching about. Audience members should feel excited about your pitch, especially since you have earlier discussed the current problem or lack of a solution at present.

Stress the need for this product or service, but again, do not go overboard by telling too many information all at once. You must keep audience members glued to their seats.

Slide 4: Underlying Magic

Since the audience members are already hanging on every word you say after presenting the value proposition, then in this slide you must give them some answers. In this slide, you must answer: **what is the secret sauce to get to my vision?**

In this part of the presentation, you must share what makes your product or service great? What will make your concept work? You are spelling out the magic of your product, again, without giving away too much.

In this part of the presentation, the less text is better. This means that you can provide some diagrams or chart or even schematics. If you came prepared with a prototype, then this is the best time to present it. If you made a demo to go with the presentation, then now is the time to go ahead with it. The magic is better explained with prototypes or demonstrations, after all.

Slide 5: Business Model

Now is the time to talk about money matters. You need to provide a good picture of the money matters, answering who is raking the money at present in the market.

You need to present a plan on how to get the money in your pockets away from the current one pocketing the revenues.

According to Investopedia, a business model is a “company's plan for how it will generate revenues and make a profit. It explains what products or services the business plans to manufacture and market, and how it plans to do so, including what expenses it will incur.”

Simply put, you need to make your audience understand how you plan to achieve your goals. You must give an **overview of the financial, marketing and operational areas** of your proposed business so that you would achieve your targets. Keep in mind that what you need to provide is an overview. While a business plan is a detailed document, however, you only need to provide some points in your presentation rather than go through the nitty-gritty details.

Slide 6: Go-To-Market Plan

At this point, you need to explain how you plan to get to your desired market.



“Market Plan” is defined by Investopedia as “a business's operational document for advertising campaigns designed to reach its target market. A marketing plan pulls together all the campaigns that will be undertaken over a period of time, with additional information on how they will be measured and monitored.”

Just like a business plan, a market plan is a detailed document.

However, just like in slide 6, there is no need to provide all the details of how you intend to sell to your target market. You only need to provide an overview of your proposed marketing efforts for your product or service.

Slide 7: Competitive Analysis

Remember that one of the most common mistakes in presenting is belittling the competition? In this part of the presentation, you must tackle the topic of competition while keeping in mind that you only need to provide **factual information about competitors.**

This section of the presentation requires you to present where you are in the overall competitive space. You must be able to show your position in the overall market landscape. When depicting the size of the market, a graph might just come in handy.

You also need to talk about your advantages versus the one present in the current market. You need to stress your unique selling proposition as this is what will gain your more patrons.

Plus, anyone talking about the competitive analysis should give a background about their competitors, and how they manage to grow their share. Then compare to how you are different from them or what you intend to do differently.

Keep in mind that you need to be factual and avoid making claims or assumptions that cannot be backed by data. If you are talking about market share, present a study or research from a credible source. Do not use a dubious report as it will undermine your credibility.

Slide 8: Management Team

At this point of your presentation, it is important to highlight the people you are working with. Who are the **members of the team** and what are their functions?

You need to stress only the key team members and not everyone in the organization. Aside from providing their names and designation, you must be able to tell the audiences their previous positions, achievements, and expertise.

It is important to let the audience know that you have identified the roles within your organization clearly and that the people you are working with have the capabilities to help the firm reach its desired targets.

Again, keep in mind that you should not overburden your audience with so many texts on the slide. In discussing the roles of the members and past accomplishments, you do not need much text to display the strengths of each member of your team.

Slide 9: Financial Projections and Key Metrics

This part of the presentation could be tricky as you would talk about numbers. Remember that in presenting your **financial projections**, one should not make assumptions that are unrealistic.

In this part of your Deck, you need to include at least the three-year financial projections highlighting the following:

Total Customers
Total Revenue
Total Expense
EBITDA

In explaining the above projections, you need to discuss critical assumptions on your expenses, market penetration rate as well as customer conversion.

Kawasaki recommends that one presents a button-up forecast rather than a top-down. Now, how do these two differ?

According to Investopedia, top-down forecasting goes from the general to the specific while button-down forecasting goes from the specific to the general.



Slide 10: Current Status, Accomplishments To Date, Timeline and Use of Funds

Since you are about to end your presentation, then you need to do some boasting. We say boasting because you need to be able to present what the business has already achieved.

In this part of your presentation, you must be able to let your audience know **the status of your product or service**. For example, you can present that you have already produced a prototype and that you are already conducting additional research and design development to improve the initial model.

You need to stress how far you have gone in your targets, mentioning key milestones to show that there is progress in what you are doing.

It is important to let the audience know that you have a plan for achieving your goals, and part of this is a detailed guideline providing your targets and expected date of completion.

This part is very crucial as you need to let people know that you are working hard to make progress and that means setting some deadlines for your organization.

Remember that you are presenting to receive more funding or getting partners. And as such, you need to make your audience understand how you plan to spend the capital you are raising. This is important as you should relay the message that you and your organization will use the funds raised prudently.

Some things you may want to discuss at this point are, who are your present investors at this stage if there are any and how are you using the funds they have provided.



How would you use the capital people will pour in your organization? What percentage will go to pay for salaries, for sales and marketing efforts, hiring new people and research and development? Would you be using the new funds for the acquisition of either land or equipment?

Remember, that in discussing your plans, you do not need to give every detail but just an overview. You may want to consider a graph to show how much of the raised capital or money will go to each area of your business. You do not need to provide a detailed budget plan enumerating let us say each equipment you need to buy and for how much.

To sum up:

Kawasaki's 10/20/30 in Making a Pitch

- 10- presentation should only have 10 slides
- 20- should not last for more than 20 minutes
- 30- fonts should be at least 30 points

Common Mistakes When Presenting:

- * Wordiness
- * Lack of Focus and Clarity
- * False Assumptions and Claims
- * Arrogance
- * Belittling Competition

The 10 Slides

- 1 Title
- 2 Problem/Opportunity
- 3 Value Proposition
- 4 Underlying Magic
- 5 Business Model
- 6 Go-To-Market Plan
- 7 Competitive Analysis
- 8 Management Team
- 9 Financial Projections and Key Metrics
- 10 Current Status, Accomplishments To Date, Timeline and Use of Funds

The Post Presentation Also Matters

After you are done with your presentation, most likely you will be given some time to answer questions from the audience. In answering whatever questions thrown at you, make sure that you answer straightforwardly, explaining only what is being asked.

It is important to keep notes of what the audience members are asking. Also, take note of their comments, paying attention to what seems to be worrying them or what they find most interesting in your presentation.

Most likely, you will be given a chance to interact with the audience members or at least some of them after you have answered all their questions. Make sure to project a professional image even after you are done with your presentation.

Also, do not hesitate to approach any of the audience members after for a chat or simply to introduce yourself.

Of course, you must have your business card with you as you will be handing them out to people after your presentation. Likewise, make sure to ask for their business cards so that you can connect with them in the near future.

To wrap up, a killer presentation requires detailed preparation. And this starts by knowing your business or topic you are presenting like the back of your hand.

To make a good impression, follow the 10/20/30 rules provided above for an effective presentation, avoid making the common mistakes and exude confidence. Stand up straight, talk to your audience confidently, keep the presentation short but sweet and direct to the point, and you shall be fine.



*We hope our little guide will help
you create many successful pitch
decks!*

Good luck!

*If you need help, visit our website pitchdeck.company and let us help
you in the process!*